

EVOLUTION of SEGI PAST > PRESENT > FUTURE



VISION

SEGi will place quality education within the reach of willing minds and natural talents.

MISSION

To be the premier regional higher education provider offering quality employability-based international programmes on accessible terms, delivered through the most innovative technologies and student-centric learning techniques.

SEGI – ONE OF MALAYSIA'S LARGEST PRIVATE HIGHER EDUCATION PROVIDERS

SEGi's history can be traced back to 1977 with the opening of its first education centre, then known as the Systematic Education Group, in the heart of Kuala Lumpur.

Thanks to our strong presence over the last four decades, SEGi University & Colleges is now one of Malaysia's largest private higher education groups, with approximately 20,000 students across five campuses across Klang Valley, Penang, and Sarawak.



"Facing today's globalisation challenges, success is no longer about changing strategies more often, but having the agility to execute multiple strategies concurrently. Therefore, corporate managers must develop the right leadership and foster a healthy workplace culture to support the organisation's digitalisation initiatives."

Tan Sri Clement Hii Chii Kok, Founder and Group Managing Director





CELEBRATING SEGI'S 45 YEARS

SEGi has undergone an extensive transformation over the last four decades that have shaped who we have become today - one of Malaysia's private higher education institutions.

In commemoration of SEGi's 45 years of establishment, a unique logo featuring a light bulb has been created to signify our strong presence in the education sector in the Past, Present, Future. The light bulb is multi-coloured to symbolise our multitude of niche and high margin programmes offered and the vibrant and lively learning setting created across our campuses.



The 'light bulb' is fused with the headline "The Evolution of SEGi", set in rich Blue Sapphire colour to illustrate our stability and strength, as well as our burning passion for providing world-class higher education to our students.

EMBRACING THE NEW NORMAL

Digital learning has become a significant component of education, more so with the COVID-19 pandemic that birthed the worldwide adoption of the "New Normal".

Be that as it may, SEGi has been approved by the Ministry of Higher Education Malaysia to deliver our courses online since 2014. In view of movement restrictions and closure of international borders to combat the pandemic, SEGi continues to deliver our programmes in a hybrid format for local and international students who are unable to attend inperson classes.

Leveraging its solid over-four-decade-foundation, SEGi is moving towards higher digitalisation, diversification, and globalisation, adapting to constant market changes in today's digital era. We are also building a sustainable future for the organisation by incorporating various key governance measures, including the review and Risk Management Committee and Board of Directors. Further, SEGi will undertake the necessary risk assessment in its operations to minimise the high risk of failure.

Moving forward, SEGi will continue to develop effective compliance, enhancing its sustainability and corporate responsibility efforts to benefit future generations.

HISTORICAL MILESTONES

1977 Established Systematic Business Training Centre

1982 Established Systematic Institute of Information Technology

1989 Established Systematic College, Penang

1995 Systematic Education
Group Berhad listed on the KLSE
Second Board

2001 Merged with PRIME Group

2002 Rebranded as SEG International Berhad or SEGi

2003 Received KLSE Corporate Excellence Award 2004 Transferred to the Main Board of Bursa Malaysia Securities Berhad

COMMUNICATION

2006 Repositioned all campuses as "SEGi College"

2007 Established SEGi College Kota Damansara campus

2008 SEGi College Kota Damansara upgraded to University College status 2010 Launched BSc. in Medicine, BSc. in Surgery (MBBS) and optometry degrees

PARTNERSHIP

SOLUTION

2011 Launched the BSc. of Dental Surgery

2012 SEGi University
College upgraded to full
University status

2013 SEGi University rated Tier 5: Excellent in SETARA 2013, under the Malaysian Qualifications Agency (MQA)'s rating system

VISION

2014 Launched PACE (Professional and Continuing Education)

2016 SEGi University attained overall 3 Stars rating in QS World University

Rankings; 5 Stars in Teaching, Facilities, Social Responsibility, and Inclusiveness; and 4 Stars in Employability

2017 Established the Rotary-SEGi Eye Centre

2018 Listed in the FTSE4Good Index, Bursa Malaysia

2019 Launched SEGi Towards IR4.0 campaign

2020 PACE rebranded as SEGiRISE (Redefining Industrial & Skill Education)

2021 SEGi University emerged in the top 45% of the QS World University Rankings: Asia 2021

2022 SEGi University achieved the overall QS 5 Stars Plus status in the QS World University Rankings 2022

OUR ACCOMPLISHMENTS AND ACCOLADES

SEGi University & Colleges is honoured to receive these prestigious awards that reflect our continued commitment to providing the highest-calibre educational experiences for our students.









QS 5 STARS

in teaching, facilities, inclusiveness and social responsibility. Achieved a stunning 3 Stars overall. The First Malaysian University that earned 5 Stars for Prioritizing Society's Needs in Malaysia.



PUTRA BRAND AWARDS (Education & Learning)



BRONZE 2012, 2016 - 2018 (Education & Learning)



Education - Malaysia World Branding Award



Outstanding **Innovation Award 2014**



Reader's Digest **Trusted Brand 2013 - 2015** (Services, Private University/College)

- Students Choice Awards 2015 (Top 10 Universities)
- The Edge Billion Ringgit Club 2013 (Best Performing Stock Award - Trading & Services)
- 3rd Global Leadership Award 2013 (Leadership in Educational & Training Excellence)
- Asia Pacific Entrepreneurship Awards 2012 (Most Promising Entrepreneur)
- 10th Asia Pacific International Honesty **Enterprise Keris Award 2011**
- The BrandLaureate Best Brand Award 2010 2011 (Education Tertiary Private)

KOTA DAMANSARA

DU031-B

603 6145 1777 © 011 1210 6389

SUBANG JAYA DK250-04(B)

4 603 8600 1777 © 016 212 9735

KUALA LUMPUR DK250(W)

4 603 2070 2078 © 012 988 7482

PENANG DK250-03(P)

4 604 263 3888 © 013 629 4880

SARAWAK DK250-02(Q)

4 6082 252 566 © 017 859 2566

